

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK • VANDERBILT 6-6075

September 23, 1942

Mr. Addison Taylor  
Station WPRU  
Princeton University  
Princeton, New Jersey

Dear Doc:

Enclosed you will find the commercials for the Reader's Digest spot announcements.

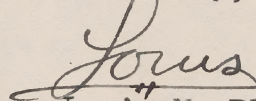
The time schedule for Princeton is Monday, Wednesday, and Friday at 10:15 PM and Tuesday and Thursday at 5:15 PM, starting September 25, Friday

The attached announcements are to be used in numerical sequence. A new batch will arrive when those are used up.

I should like to emphasize again the necessity of doing a superlative job on this account. Small as it is, it may mean a much bigger one for all of the colleges if an accurate job is done. There should not be any hitch in the time and as <sup>de</sup> much merchandising as possible.

Best of luck on this contract.

Sincerely,



Louis M. Bloch, Jr.  
Manager

LMBL;nrf

P.S. Saw Schaeffer today about Princeton & they sound interested!